

**LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY**

Item No. 1.D
Mtg. Date May 1, 2018
Dept. Public Works

Item Title: City Sponsorship Policy Update

Staff Contact: Mike James, Assistant City Manager / Public Works Director

Recommendation:

Adopt a resolution (**Attachment C**) updating the sponsorship policy, levels and benefits for the City of Lemon Grove.

Item Summary:

On April 17, 2018, the City Council received a report from staff regarding the City's sponsorship program. Within that report, staff outlined recommended changes to the sponsorship titles, amounts and benefits for the City Council to discuss and provide feedback. The City Council discussed the policy, sponsorship levels and benefits. After which it directed staff to make the changes as listed in **Attachment B**.

Staff recommends that the City Council adopt a resolution (**Attachment C**) updating the sponsorship policy, levels and benefits for the City of Lemon Grove.

Fiscal Impact:

None.

Environmental Review:

☒ Not subject to review

☐ Negative Declaration

☐ Categorical Exemption, Section

☐ Mitigated Negative Declaration

Public Information:

☒ None

☐ Newsletter article

☐ Notice to property owners within 300 ft.

☐ Notice published in local newspaper

☐ Neighborhood meeting

Attachments:

A. Staff Report

C. Resolution

B. Sponsorship Policy and Levels with
Changes

EXHIBIT 1

CITY OF LEMON GROVE SPONSORSHIP POLICY

PURPOSE

The purpose of this policy is to provide guidelines to develop and maintain sponsorships that support the vision of the City of Lemon Grove with the aim of enhancing the connectivity between businesses and the greater community. This policy acknowledges that business sponsorships provide an effective means of generating new revenue and providing resources to support services and programs throughout the City.

A sponsorship represents a relationship that is agreed upon between the City and another organization, business or individual where resources are combined to complete a mutually beneficial program, event or amenity. The level of investment is equitable and agreed upon in advance and all partners receive a return on their investment.

BACKGROUND

In an effort to maintain and enhance the quality of life, the City seeks ways to offset the cost of programs, events and amenities in the community. This policy has been developed to establish and guide relationships with potential sponsors who share in the City's commitment to maintain a vibrant community. The sponsorships are intended to generate revenue to fund programs, events and/or amenities, while assuring that public spaces remain inviting to the community.

Sponsorships may include, but are not limited to, the following:

- Monetary contributions to support an event, a City program or the construction / maintenance / enhancement of a City facility or amenity.
- Material contributions to support an event, a City program or the construction / maintenance / enhancement of a City facility or amenity.
- In-kind contributions from an organization specific to benefit an event, a City program or the construction / maintenance / enhancement of a City facility or amenity.

POLICIES

The City department in charge of the event, program or facility/amenity will develop sponsorship criteria specific to that project. Criteria involving individual donations valued at \$10,000 or greater shall be approved by the City Council.

An individual, organization or business may also propose a sponsorship to the City. In such cases, sponsorships valued at less than \$100 may be handled and addressed administratively by the department for whom the sponsorship is proposed. Any sponsorship valued at \$10,000 or greater shall be presented to the City Council for review and if deemed appropriate, approval.

It is the intention of the City of Lemon Grove to exercise the right to refuse any potential sponsor if that sponsor does not meet with the goals, image or interest of the City. Advertising or sponsorships will not be accepted from the following parties:

- Companies whose business is substantially derived from the sale or manufacture of tobacco, alcohol, marijuana, or firearms,
- Political campaign speech, or speech that supports or opposes or appears to support or oppose a ballot measure, initiative or refers to any candidate in public office,

Attachment B

- Religious speech which advocates or opposes a religion or religious belief,
- Entities that practice or promote discrimination based on race, color, nationality, sexual orientation, age or disability, and
- Any situation where the City Manager determines there would be a conflict of interest.

Advertising submitted to the City in the course of a sponsorship agreement cannot contain the following:

- Profanity,
- Violence, racial intolerance or advocacy against any individuals, group or organization,
- Pornography, adult or mature content,
- Sales of weapons,
- Content which promotes illegal activity or infringes on the rights of others, or
- Political candidate's messaging.

The representative of the department in contact with the sponsor will:

- Guide the sponsor through the application and submittal process, providing interpretation as needed,
- Ensure terms and timelines in the agreement are followed by the City and the sponsor, and
- Track the results of the sponsorship for the department and sponsor records.

City of Lemon Grove Special Event Levels

Sponsorship Levels	Price	Sponsor Benefits
City Champion Sponsor	\$7,000	<ul style="list-style-type: none"> One 3' x 8' dedicated banner at all special events that includes the opportunity to host a company booth Logo on the event banner displayed at all special events ** Logo on all printed and advertised promotional flyers * Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
Promoting Sponsor	\$5,000	<ul style="list-style-type: none"> Logo on the event banner displayed at all special events ** Logo on all printed and advertised promotional flyers * Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
Supporting Sponsor	\$2,000	<ul style="list-style-type: none"> Logo on all printed and advertised promotional flyers * Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
Assisting Sponsor	\$1,000	<ul style="list-style-type: none"> Logo on City website and social media sites (one year) Invitation to attend the annual City Council sponsorship recognition presentation.
<u>Sponsor</u>	\$100 or less <u>Less than \$1,000</u>	<ul style="list-style-type: none"> <u>Logo on City website and social media sites (one year)</u> Thank you card will be sent to the sponsor.
<p>* Promotional materials include at least 200 11" x 17" posters and over 10,000 flyers.</p> <p>** There are at least 12 special events each year: 8 Concerts in the Park, 2 Movies in the Park, Annual Bonfire, Eggstravaganza.</p>		

RESOLUTION NO. 2018 -

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LEMON GROVE, CALIFORNIA UPDATING THE SPONSORSHIP POLICY

WHEREAS, the City relies on sponsorship funds to offset the cost of multiple special events that are free to the Lemon Grove community; and

WHEREAS, an update to the formal sponsorship policy created in 2014 is now needed to update best practices that have been used to solicit funds; and

WHEREAS, key elements of the sponsorship policy should support the vision of the City of Lemon Grove while encouraging connectivity between businesses and the community; and

WHEREAS, the City Council acknowledged that business sponsorships provide an effective means of generating new revenue and providing resources to support services and programs throughout the City; and

WHEREAS, a sponsorship policy (**Exhibit 1**) will serve as a tool for staff to solicit funding from businesses to support community oriented special events; and

WHEREAS, without sponsorship funds the City would not be able to provide these events for the general benefit of all residents, businesses and guests of the City of Lemon Grove. |

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lemon Grove, California hereby approves the sponsorship policy (**Exhibit 1**). |

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EXHIBIT 1

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BACKGROUND

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Attachment C – Exhibit 1

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